



Ties Institute for Career Training

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EXPORT-IMPORT COURSE

INTRODUCTION

- **Importance** of Export and Import, Scope, Opportunities and Myths, Types and Categories
- **Registration** – with various Authorities IEC, EPCs, DGFT, GST, RCMC, EEFC, Port, and KYC
- **Important Organizations** – International and Local Bodies, Role and Functions
- **Export-Import Cycle**
- **Export Benefits** – Duty Exemption and Remission Schemes, Drawbacks, Duty DBK, EPCG, Advanced License, SION, MAI, MDA schemes, DGFT Schemes MEIS, SEIS, ECGC Functions and Schemes, Role of FIEO, APEDA and other

EXPORT MANAGEMENT

- **Export Products** – Product Search, Market Research, Potential Market, Packaging, Trade Blocks, Free Trade Agreements
- **Export Documentation** – Commercial and Regulatory, Rules of Origin-GSP Certificate, Certificate of Origin, Invoice, Packing List, Bill of Lading/Airway Bill, Third-party Quality Inspecting Agencies, Bill of Exchange, BRC, Proforma Invoice, Insurance
- **Terminology** – Meaning and usage, INCO Terms, Terms of Delivery, Terms of Payments
- **Customs Broker** – Role and functions
- **Exports Clearance** – Dry Port ICD
- **Export-Import Finance** – Pre-shipment & Post- Shipment finance, Letter of Credit (LC), Forward Contract

SHIPPING & LOGISTICS

- **Shipping & Logistics** – Sea Freight, Major Ports, Types of Containers, LCL, FCL calculations, Bill of Lading
- **Air Freight** – Containers, Booking, Airway Bill
- **Trucking & Warehousing**

IMPORTS MANAGEMENT

- **Imports** – Planning of Shipment, ITC HS Codes, Import Duties Types and Documents
- **Legality of Import** – Freely Importable, Restricted, Canalised and Prohibited Imports
- **Customs Examination** – For Imports Goods, First check, Second Check, 100 % Exam
- **Custom House Agents** – Role and functions
- **Import Clearance** – Complete Procedure for Sea Imports, IGM, Filing Shipping Bill, Bill Of Entry, IGM, CGM & EGM - ICE GATE System, Clearance at Dry Ports, Imports under Notification and schemes

GLOBAL MARKETING

- **International Markets** – World Countries, major markets, their exports and imports, productivity
- **Trade Statistics** of Products, Countries and various Regions, Chamber of commerce, Official websites
- **Database** – Building Data Base of Buyers
- **Pricing** – Product pricing in different country markets, Quotations, Sending Samples
- **Branding and Promotion** – Company Profile, Catalogues, Product Portfolio, B2B Website, Listings
- **Marketing** – Finding Buyers, Verifying and Vetting, Marketing to foreign buyers or suppliers, Social Media, Calendar of Trade Fairs and Exhibitions
- **Communication** – Techniques, Overcoming barriers like Language
- **Risk Management** – Awareness and alertness against fraud and cheating, Contracts, FTA and FTP
- **Start your own successful Business** – How to start Exim business in less capital, Do's and Don'ts

Highlights

- Step by Step Practical Training
- Expert faculty with 35+ years' experience
- Industry Expert Guest Lectures
- Case Studies
- Port Visits (JNPT & ICD*)

You will get:

- Handbook of Procedures and Documents
- PPT with Important links
- B2B and important database
- Certificate upon completion of the Program
- Placement Assistance
- Guidance to start your own Business

Co-Curricular Field Activities

- Industry Visits to JNP
- Industry Visits to ICD
- Industry Visits to Pune Airport etc.

Note: Above visits are arranged at actual cost and are subject to permission